

What is claimed is:

1. A projection type display device, comprising:
 - a light source unit;
 - a first cooling fan which cools said light source unit;
 - a light valve which modulates a flux of light emanated from said light source unit;
 - a second cooling fan which cools said light valve;
 - and
 - a projection lens which projects light modulated by said light valve;wherein a first cooling air path produced by said first cooling fan and a second cooling air path produced by said second cooling fan are formed substantially independently of each other and a blowing direction of a first cooling air generated by said first cooling fan is selectively varied.
2. The projection type display device according to claim 1, further comprising a duct which has said light source unit disposed therein, said duct forming said first cooling air path.
3. The projection type display device according to claim 1, wherein the blowing direction of said first cooling air is selectively varied by changing a direction

of rotation of said first cooling fan between forward and backward.

4. The projection type display device according to claim 1, wherein said first cooling fan is designed to be rotatable and the blowing direction of said first cooling air is selectively varied by rotating said cooling fan.

5. The projection type display device according to claim 1, wherein said first cooling fan is provided at substantially a center portion of a casing of said projection type display device.

6. The projection type display device according to claim 1, wherein a plurality of cooling fan removal locations are provided in said first cooling air path and the blowing direction of said first cooling air is selectively varied by selecting a specific cooling fan removal location and mounting therein said first cooling fan.

7. The projection type display device according to claim 6, wherein said first cooling fan is mounted so that said first cooling air is blown against, and thereby cool, said light source unit.

8. The projection type display device according to claim 2, wherein the blowing direction of said first cooling air is selectively varied by changing a direction of rotation of said first cooling fan between forward and

backward.

9. The projection type display device according to claim 2, wherein said first cooling fan is designed to be rotatable and the blowing direction of said first cooling air is selectively varied by rotating said cooling fan.

10. The projection type display device according to claim 2, wherein said first cooling fan is provided at substantially a center portion of a casing of said projection type display device.

11. The projection type display device according to claim 2, wherein a plurality of cooling fan removal locations are provided in said first cooling air path and the blowing direction of said first cooling air is selectively varied by selecting a specific cooling fan removal location and mounting therein said first cooling fan.

12. The projection type display device according to claim 3, wherein said first cooling fan is provided at substantially a center portion of a casing of said projection type display device.

13. The projection type display device according to claim 4, wherein said first cooling fan is provided at substantially a center portion of a casing of said projection type display device.